

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: Comment sought on broadband measurement and consumer transparency of
fixed residential and small business services
GN Docket Nos. 09-47, 09-51, 09-137

It is imperative that the American consumer has access to as much information as possible about the communications services available to him. The consumer must be protected from hidden fees, fine print and misleading advertisements. Of course, any guideline created by the FCC must be tailored to suit the different formats communications services use to reach potential and existing clients. There should be as much relevant information needed about services on the Internet to ensure empowered decisions by consumers.

Service providers should report information on billing rates, fees and what exactly they charge for directly to the customer in the form of monthly bills. If a customer feels as though a company is not transparent in their billing or data claims, they should be able to report this company to the FCC and file a complaint. Regulations must be created to protect customers in this time of economic turmoil and strong-armed companies. There is no such thing as “deluging” a customer in too much information. However, it must be conveyed in the right way and fitted to the platforms used for communications between consumer and company. What would work best would be specific packets of information that must be displayed for each format, i.e. billboard, flier, radio ad, TV ad etc. This is the key to preventing service providers from taking advantage of consumers.